

Module Title:	UI/UX Design and Development
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	4 programme(s)
Teaching & Learning Strategies:	This module is delivered as a mix of traditional lectures and practical sessions within a laboratory setting with a blend of interactive lectures and practical work. Learners are actively participating in class work throughout each scheduled session.
Module Aim:	To provide practical experience in designing, developing and evaluating user interfaces and user experience.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Elicit and describe a set of user needs
LO2	Use design principles to develop low fidelity prototypes, high fidelity prototypes, and code-based prototypes
LO3	Design, run, and report on experiments to evaluate user experience
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Design process

Needfinding. User modelling: personas and goals. Defining a problem. The purpose of prototyping. Evaluating user experience.

Prototyping

Storyboards. Paper prototyping. Low fidelity prototypes. High fidelity prototypes. UI Components. Visual design (colour palettes, typography, alignment). Animation. Code based prototypes.

Evaluating UI and UX

Mental models. Key measures (e.g. usability, accuracy, task completion time, learnability, emotional response). Experiment design. A-B testing. Comparative experiments. Surveys. Interviewing and participant observation. Creating a test plan. Recruiting participants.

Analysis of data

Visualizing data. Distributions. Statistical significance. Effect size. Introductory qualitative analysis. Drawing conclusions. Determining an action plan. Writing up a report.

Assessment Breakdown

	%
Project	50.00%
Practical	20.00%
End of Module Formal Examination	30.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Design, develop, and evaluate a high fidelity prototype.	1,2,3	20.00	Week 7
Project	Design, develop, and evaluate a code-based prototype and report the results of the evaluation.	1,2,3	30.00	End-of-Semester

Practical

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	A series of practical labs to develop and practise the skills required in the projects.	1,2,3	20.00	n/a

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Final written exam	1,2,3	30.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	2.00
Laboratory	12 Weeks per Stage	2.00
Independent Learning	15 Weeks per Stage	5.13
Total Hours		125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_KCCGD_B	Bachelor of Science (Honours) in Computer Games Development	8	Group Elective 1
CW_KCCYB_B	Bachelor of Science (Honours) in Cyber Crime and IT Security	8	Elective
CW_KCCIT_B	Bachelor of Science (Honours) in Information Technology Management	8	Group Elective 1
CW_KCSOF_B	Bachelor of Science (Honours) in Software Development	8	Group Elective 1